

COMPLAINT NUMBER	18/229
COMPLAINANT	D Ryan
ADVERTISER	Energy Healing
ADVERTISEMENT	Energy Healing Digital Marketing
DATE OF MEETING	31 July 2018
OUTCOME	Settled

Advertisement: The website advertisement for Energy Healing says: 'energy healing can be effective for a wide range of issues, including: "wired and tired", adrenaline addiction, hyper-active, anxiety, tired and aching head, neck and shoulders, angry outbursts, high blood pressure, easily irritated or annoyed, chronic fatigue, mild depression, lack of vitality, lethargy, allergic reactions to normal foods, asthma, breathing difficulties, a sense of being stuck, disconnected from life, lack of fulfilment, muscular tightness or pain, loss of flexibility, restricted movements, defensive behavior, poor performance at work or in relationships, difficulty conceiving even when normal fertility tests are positive, recovery from a traumatic event, surgery, major physical injury.'

Energy healing 'can look like hands-on healing, with the client lying comfortably on a table' or 'it can look like a conversation'.

The Chair ruled the complaint was Settled.

Complainant, D Ryan, said: Energy Healing seems to break the Therapeutic and Health Advertising Code PRINCIPLE 2, Rule 2(a).

The claims they make on their website front page:

"energy healing can be effective for a wide range of issues, including

"wired and tired", adrenaline addiction, hyper-active

anxiety, tired and aching in head, neck and shoulders

angry outbursts, high blood pressure, easily irritated or annoyed

chronic fatigue, mild depression, lack of vitality, lethargy

allergic reactions to normal foods, asthma, breathing difficulties

a sense of being stuck, disconnected from life, lack of fulfilment

muscular tightness or pain, loss of flexibility, restricted movement

defensive behaviour, poor performance at work or in relationships

difficulty conceiving even when normal fertility tests are positive

recovery from a traumatic event, surgery, major physical injury

Yes, it is a wide range of issues! The common thread is a distortion in the flow of energy (or perhaps you prefer the term consciousness). And yes, there are ways of addressing all of these kinds of issues."

<http://www.energyhealing.net.nz/>

The relevant provisions were Therapeutic and Health Advertising Code - Principle 1, Principle 2, Rule 2(a).

The Chair noted the Complainant's concern that the Advertiser's website contained unsubstantiated therapeutic claims, which were misleading.

The Chair acknowledged the Advertiser had made changes to the website, removing or amending references which were of concern.

Given the Advertiser's co-operative engagement with the process and the self-regulatory action taken in amending the website, the Chair said that it would serve no further purpose to place the matter before the Complaints Board. The Chair ruled that the matter was settled.

Chair's Ruling: Complaint **Settled**

APPEAL INFORMATION

According to the procedures of the Advertising Standards Complaints Board, all decisions are able to be appealed by any party to the complaint. Information on our Appeal process is on our website www.asa.co.nz. Appeals must be made in writing via email or letter within 14 days of receipt of this decision.